

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



~S21  
A87F3

SMT

# Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington, D.C. 20250 (202) 720-4330

Letter No. 2582

October 30, 1992

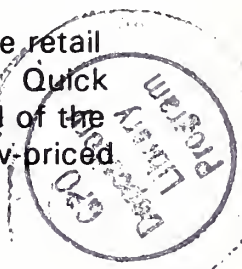
**USDA TO BUY U.S. CORN FOR DONATION** -- Agriculture Secretary Edward Madigan announced that USDA will buy about one million tons of U.S. corn, worth about \$100 million, for donation to emerging democracies in certain Baltic states and countries of the former Soviet Union. "The purchase of corn will help support farm prices and spark a beneficial 'ripple effect' on jobs throughout export and related industries," Madigan said. Care will be taken that to make sure that donations do not displace commercial sales. The countries to receive shipments of corn will be announced at a later date after agreements are made final. **Contact: Roger Runningen (202) 720-4623.**

**U.S. AGRICULTURAL EXPORTS INCREASE** -- Secretary of Agriculture Edward Madigan said that U.S. agricultural exports will set a near-record pace in fiscal 1992, bolstered by rapidly expanding foreign demand for consumer-oriented products. **Contact: Roger Runningen (202) 720-4623.**

**TRACE ELEMENTS ESSENTIAL TO BODY** -- Studies conducted at USDA's nutrition research center are proving that trace elements, those nutrients most often forgotten, are having far more impact on people's health than realized. Studies show that trace elements such as iron, iodine and zinc are not the only elements of concern, but that copper and boron are equally as important to the body. A deficiency in copper has been linked with heart disease and increased health problems at later ages. Researchers suggest eating oysters, liver, cocoa, whole wheat products with bran, nuts and seeds to increase intake of copper. Researchers have also found that boron increases the rate at which animals burn fuel and suggest foods such as apples, pears, grapes and their juices as good sources of boron. **Contact: Judy McBride (301) 504-8932.**

**FOREST ECOLOGY EDUCATION FOR LOGGERS** -- USDA's Extension Service is providing \$200,000 over the next two years to fund a forest ecology education program for loggers. "Logger Education to Advance Professionalism", or LEAP focuses on the impacts of logging and timber harvesting on the future of forest lands. It also enables participants to sharpen their sensitivities toward concerns for the environment. The U.S. Forest Service, state foresters, the Tennessee Valley Authority, the American Pulpwood Association, the American Forest Council, the Association of Consulting Foresters and the Environmental Protection Agency will assist with the development and promotion of the LEAP program. **Contact: Tom Willis (202) 720-2047.**

**PLENTIFUL THANKSGIVING TURKEYS** -- Record supplies of turkey at attractive retail prices are expected to cause record sales during the upcoming holiday season. Quick turnaround will be necessary to reduce stocks to manageable levels by the end of the year as turkey continues to face strong competition from ample supplies of low-priced pork. **Contact: Larry Witucki (202) 219-1285.**



**RECORD SOYBEAN CROP** -- USDA's October "Crop Production" has placed the 1992 U.S. soybean crop at 2,108 million bushels. This would be the largest soybean crop since 1982 and the third largest on record. **Contact: Scott Sanford (202) 219-0840.**

**TURKEY TIPS** -- With the holidays right around the corner, USDA is once again reminding everyone of its Meat and Poultry Hotline. The phone lines have been expanded and recorded messages on frequently-asked questions have been added in order to assist as many callers as possible. Hints on microwaving a holiday dinner, bulk food preparation and food safety are just a few of the topics with which a caller can get assistance. The normal hours of the hotline are 10 a.m. to 4 p.m. weekdays, eastern time. In November, the hours will be extended to 9 a.m. to 5 p.m. The Hotline will also be open the weekend before Thanksgiving, November 21 and 22, 9 a.m. to 5 p.m. On Thanksgiving Day, the lines will operate 8 a.m. to 2 p.m. The hotline number is 1-800-535-4555.

**PUBLICATIONS ON SUSTAINABLE AGRICULTURE** -- Three new publications regarding sustainable agriculture are available from USDA's National Agricultural Library. "Sustainable Agriculture in Print: Current Books" and "Videocassettes in the NAL Collection Pertaining to Alternative Farming Systems" are bibliographies of available books and videotapes. The "Calendar of Events Related to Sustainable Agriculture" includes an eight-page listing of national and regional seminars and conferences. To receive these free publications, send a self-addressed mailing label, with a request specifying the name of the desired publication to: AFSIC, Room 111, National Agricultural Library, 10301 Baltimore Blvd., Beltsville, MD, 20705-2351. **Contact: Brian Norris (301) 504-6778.**

**UPDATED COPIES OF HOW TO GET INFORMATION** -- USDA's publication "How to Get Information From the United States Department of Agriculture" has been updated. To receive a free copy, please write to: How To Get Information, USDA-OPA-R&TV, 14th & Independence Avenue SW, Room 410-A, Washington, DC 20250-1300. Due to a limited supply, copies can only be sent to members of the media. **Contact: Carol Childers (202) 720-4330.**

**AGNEWSFAX** -- USDA radio and television programming information and the Farm Broadcasters Letter can be obtained on facsimile machine by using USDA's AgNewsFAX. Use the telephone connected to your FAX machine to call (202) 690-3944. At the voice prompts press 1, press 4, to receive:

Farm Broadcasters Letter	---	press 9200
Radio Newslines information	---	press 9250
TV contents billboard	---	press 9260
TV scripts	---	press 9270

then press #, press 3, and press the start button on your FAX machine.

*Editor: Carol Childers  
R-TV Fax: (202) 690-2165  
Ag NewsFAX (202) 690-3944*



## FROM OUR RADIO SERVICE

**AGRICULTURE USA # 1847** -- On this edition **Jim Henry** looks at the nutritional differences of breast feeding and formula feeding infants. (Weekly reel -- 13-1/2 minute documentary.)

**CONSUMER TIME # 1329** -- Asian fast food?; beetle attacks Christmas trees; fall lawn protection; 1890 national scholar program, and fall plantings at your home. (Weekly reel of 2-1/2 to 3 minute consumer features.)

**AGRITAPE NEWS & FEATURES #1838** -- USDA news highlights; water quality incentive projects; cattle on feed update; the "hairy potato", and jojoba revival. (Weekly reel of news features.)

**NEWS FEATURE FIVE #1544** -- Mechanized "sniffer"; beef meaty peptide; U.S. - Mexico tick agreement; too much success, and quick tick i.d. needed. (Weekly reel of research feature stories.)

**UPCOMING ON USDA RADIO NEWSLINE** -- Tuesday, November 10, weekly weather and crop update, U.S. crop production report, world ag supply and demand; Wednesday, November 11, holiday; Thursday, November 12, vegetable outlook, world ag grain situation, world cotton situation, world oilseed situation. **These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.**

**DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.**

Material changed at 5 p.m., ET, each working day.

## FROM OUR TELEVISION NEWS SERVICE

**FEATURES** -- **Dave Carter** has a special five-part series on federal crop insurance; **Pat O'Leary** with an update on USDA's Forest Service jobs program in Los Angeles, and **Deboria Janifer** reports on computerized sow feeding.

**ACTUALITIES** -- USDA chief meteorologist **Norton Strommen** updates U.S. crop and weather conditions.

**UPCOMING FEATURES** -- **Pat O'Leary** reports on two Soil Conservation Service programs: "We C.A.R.E." and "Neighbor to Neighbor;" **Lynn Wyvill** reports on starch encapsulated pesticides; **John Snyder** has a three-part series on the U.S. mushroom industry, and **Deboria Janifer** reports on carbonated milk.

**EVERY OTHER WEEK** -- **Agriculture Update**, five minutes of USDA farm program information in "news desk" format with B-roll.

*Available on Satellite Galaxy 6, channel 23, audio 6.2 or 6.8, downlink frequency 4160 MHz.: Thursdays from 7:30 - 7:45 p.m., ET, Saturdays from 10 - 10:30 a.m., ET, and Mondays from 8 - 8:30 a.m., ET.*

## OFFMIKE

**FARMERS ARE HAVING A GOOD YEAR...**says **Max Molleston** (WKBF/WPXR, Rock Island, IL). Producers are surprised at the big crops of corn and soybeans. Much of it is going into onfarm storage. Pork producers are smiling. Both slaughter and demand are up. Max says he believes a major contributor to the up trend is the pork checkoff. He says the ethanol issue has been the strongest force to stimulate action by farmers that he has seen in 20 years. Congratulations to Max. He's starting his 26th year at WKBF, his 18th in farm broadcasting.

**TOBACCO SEASON...**has turned out much better than expected. **John Spence** (WNCT-TV, Greenville, NC) says Eastern auctions have rebounded with strong demand. He says the competitive bidding by tobacco companies is putting more jingle in grower's pockets. John says the addition of the TV billboard line-up and scripts to USDA's AgNewsFAX system has been very helpful. Radio, TV and newsletter information is available on the system. See page two for instructions. Clip them for placement by your fax machine.

### *Farm Broadcasters Letter*



Office of Public Affairs  
Radio-TV Division  
U.S. Department of Agriculture  
Washington, D.C. 20250-1300

OFFICIAL BUSINESS  
Penalty for Private Use \$300

**NATIONAL PEANUT FESTIVAL...**Oct. 30 - Nov. 7, in Dothan, Alabama will be covered live by **Gene Ragan** (WTVY-TV, Dothan). Coverage will include the parade through town featuring the National Peanut Queen. The event is in its 40th year and attracts 100,000 people to see the exhibits, livestock shows and equipment. Producers will have much to celebrate because both the peanut and the cotton crops were good, Gene says, with higher average yields.

**SNOW SHOWERS...**were falling on farmers getting in the corn harvest, says **Tom Rothman** (Minnesota Farm Network, St. Paul, MN). Yields varied due to the cool, wet summer and freeze in late spring. Tom was deploring the fact that his golden retriever had been squirted by a skunk and the odor was lingering despite giving the dog several showers. I've had good results removing skunk odor from my dog by using Dial soap on it in two scrubdowns, then replacing the oil on its skin with a light touch of hand lotion. It made the situation liveable.

*Vic Powell*

**VIC POWELL**  
Chief, Radio and TV Division